

Modified PTO/SB/01 (10-01)
Approved for use through 10/31/2002, OMB 0651-0032
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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| | | |
|--|-------------------------------|--------------------------|
| <p align="center">DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)</p> <p><input checked="" type="checkbox"/> Declaration Submitted with Initial Filing OR <input type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)</p> | Attorney Docket Number | Google-48 (GP-083-00-US) |
| | First Named Inventor | Ross KONINGSTEIN |
| | <i>COMPLETE IF KNOWN</i> | |
| | Application Number | Not yet assigned |
| | Filing Date | Herewith |
| | Art Unit | Not yet assigned |
| | Examiner Name | Not yet assigned |

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

USING CONCEPTS FOR AD TARGETING

(Title of the Invention)

the specification of which

☒ is attached hereto

OR

☐ was filed on (MM/DD/YYYY)

as United States Application Number or PCT International

Application Number

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

| Prior Foreign Application Number(s) | Country | Foreign Filing Date (MM/DD/YYYY) | Priority Not Claimed | Certified Copy Attached? | |
|-------------------------------------|---------|----------------------------------|--------------------------|--------------------------|--------------------------|
| | | | | YES | NO |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

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DECLARATION AND POWER OF ATTORNEY
Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:


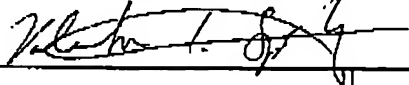
John C. Pokotylo (Reg. No. 36,242)
Michael P. Straub (Reg. No. 36,941)
Ronald P. Straub (Reg. No. 48,941)
Kulpreet Rana (Reg. No. 43,127)
Karl Sun (Reg. No. 45,143)
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

| | | | | | |
|---|--|--------------------------------------|---|---------------------------|--|
| Direct all correspondence to: <input checked="" type="checkbox"/> | | Customer Number or Bar Code Label | 26479 | | OR <input type="checkbox"/> Correspondence address below |
| Name Straub & Pokotylo | | | | | |
| Address 620 Tinton Avenue, Bldg. B, 2nd Floor | | | | | |
| City Tinton Falls | | State NJ | | ZIP 07724-3260 | |
| Country USA | | Telephone (732) 542-9070 | | Fax (732) 542-9071 | |
| I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon. | | | | | |
| NAME OF SOLE OR FIRST INVENTOR: | | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | | |
| Given Name (first and middle (if any)) Ross | | | Family Name or Surname KONINGSTEIN | | |
| Inventor's Signature  | | | | Date 19 Nov 03 | |
| Residence: City Menlo Park | | State CA | | Country USA | |
| Citizenship USA | | | | | |
| Mailing Address 1028 Henderson Avenue | | | | | |
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| Country USA | | | | | |
| NAME OF SECOND INVENTOR: | | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | | |
| Given Name (first and middle (if any)) Valentin | | | Family Name or Surname SPITKOVSKY | | |
| Inventor's Signature  | | | | Date 19 Nov 03 | |
| Residence: City Sunnyvale | | State CA | | Country USA | |
| Citizenship USA | | | | | |
| Mailing Address 257 Arriba Drive, Apt. # 7 | | | | | |
| City Sunnyvale | | State CA | | ZIP 94086 | |
| Country USA | | | | | |
| <input checked="" type="checkbox"/> Additional inventors are being named on the ...1, supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto. | | | | | |

Please type a plus sign (+) inside this box →


 Modified PTO/SB/02A (11-00)
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DECLARATION AND POWER OF ATTORNEY

ADDITIONAL INVENTOR(S)

 Supplemental Sheet
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| | | | |
|---|----------|---|-----------------|
| Name of Additional Joint Inventor, If any: | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | |
| Given Name (first and middle (if any)) | | Family Name or Surname | |
| Georges R. | | HARIK | |
| Inventor's Signature | | Date 11/19/03 | |
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| Mailing Address | | | |
| City Mountain View | State CA | ZIP 94041 | Country USA |
| Name of Additional Joint Inventor, If any: | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | |
| Given Name (first and middle (if any)) | | Family Name or Surname | |
| Noam | | SHAZEER | |
| Inventor's Signature | | Date 11/21/03 | |
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| Mailing Address | | | |
| City Palo Alto | State CA | ZIP 94301 | Country USA |
| Name of Additional Joint Inventor, If any: | | <input type="checkbox"/> A petition has been filed for this unsigned inventor | |
| Given Name (first and middle (if any)) | | Family Name or Surname | |
| | | | |
| Inventor's Signature | | Date | |
| Residence: City | State | Country | Citizenship |
| Mailing Address | | | |
| Mailing Address | | | |
| City | State | ZIP | Country |

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